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I think the FCC should heed the recommendation of the NAB whole-heartedly. The satellite industry's entire historical presence in front of the FCC is at least disrespectful and possibly even illegal. They have mis-represented themselves to a governmental agency, and the FCC needs to stand tall on the VERY few parts of the satellite industry where they do have jurisdiction. Further, no consumer will be hurt by the NAB's suggestion and no marketplace competition will be enhanced by what the satcaster's are trying to do. Not only were NONE of the satcasters customers expecting this type of service, but one published report actually said that callers to at least one Senator's office were under the impression that the NAB's recommendation was concerning more than the terrestrial repeater issue. When they discovered this was the only issue, the receptionist noted a distinct tone of relief in most of the calls!

In addition, the marketplace for weather is fully-populated in all markets that the satcasters would fill with television, radio, print and web options, and the traffic coverage is very competitive with Metro, Traffic Pulse and Clear Channel (and even Rubber City Radio in at least one market) providing competing services.

Therefore, not only will only the interests of satcasters (and NOT their customers) be served, but the FCC will open the floodgates by setting precedent on how they are dealing with misleading and misrepresented applications in the entire agency.